

BENEFITS CHART 2025/26 SEASON

PLAY HOUSE		2025/26 SEASON		Estimated Impressions/Value	\$100k level	\$50k level	\$25k level	\$15k level	\$10k level	\$5k level	\$2.5k level
TICKETS	Season Tickets	Fair market value=\$75/ticket	60	50	40	30	20	12	4		
	Invitation to VIP Celebration Night Reception & Performance (complimentary)	Fair market value= \$150/ticket	2 (to 6)	2 (to 6)	2 (to 6)	2 (to 3)	2 (to 2)				
	Invitation to select VIP Celebration Night Reception & Performance (tickets start at \$150-\$200)	—						2	2		
	Concierge Ticketing and House Seats	—	✓	✓	✓	✓					
PROMOTIONAL MATERIALS	Logo in Newspaper and Magazine Ads (size permitting)	Varies per show/publication	All 1/2 and full page ads	All full page ads	All full page ads						
	Logo on Show Postcard	25,000 per production	✓	Select	✓						
	Logo on Season Brochure	110,000 impressions	✓	✓	✓						
	Logo on VIP Celebration Night Invitation	400 per production	All 6	1 musical or 2 plays	1 play						
	Sponsor Designation in Press Release	2-3 per production, 22 annually to 350 media outlets	All 6	1 musical or 2 plays	1 play						
PRODUCTION PROGRAMS	Logo on Title Page	15,000 per program	All 6	1	1						
	“Why We Sponsor” Message	15,000 per program	1	1	1						
	Logo on Corporate Supporters page	15,000 per production	All 6	All 6	All 6	All 6	All 6	All 6	Name listing		
DIGITAL MARKETING	Logo on Email Blasts	78,000 subscribers (100+ eblasts per season)	All	Show specific	Show specific						
	“Thankful Thursday” Facebook Mentions	28,000 followers	2	1	1	1	1	1	1		
	“Thankful Thursday” Instagram Story Mentions	33,000 followers	2	1	1	1	1	1	1		
	“Thankful Thursday” LinkedIn Mentions	10,400 followers	2	1	1	1	1	1	1		
WEBSITE	Logo on LJP Website (visible on all pages within our season sponsor footer)	450,000+ per year	✓	✓							
	Logo on Show Landing Page	40,000 per show per year		✓	✓						
	Logo on Corporate Supporters Page with link	500+ per year	✓	✓	✓	✓	✓	✓	Name listing		
ONSITE	Logo on Digital Signs at Theatre Entrance	100,000 impressions	✓								
	Logo on Electronic Screens in Lobby for VIP Celebration Night	100,000 impressions	✓	✓	Show specific						
	Logo on Banner in Theatre Lobby	10,000-20,000 average attendance per production	All 6	1 musical or 2 plays	1 play						
	Logo in Potiker Lobby Display	100,000 impressions	✓	✓	✓	✓	✓	✓			
ENTERTAINMENT OPPORTUNITIES	Host On-Site Pre-Show Reception	—	2	2	1	1	1	1			
	Host VIP Backstage Tour	—	1	1	1	1	1	1			
	Invitation to Season Sponsor Events	—	2	2							
	Invitation to Inner Circle Nights (6)	—	6	3	3	3	3	2	2		
	Invitation to Select Backstage Tours	—	✓	✓	✓	✓	✓	✓	✓		
	Discount on Tickets for Employees	—	20%	20%	15%	15%	15%	15%	15%		
	Invitation to Corporate Nights	—	✓	✓	✓	✓	✓	✓	✓		
	Invitation to LJP Travel Program	—	✓	✓	✓	✓					
EXCLUSIVE	Logo on back of all printed and digital tickets	100,000 impressions	1 available		Customized value. May not be available in current season. Contact Deputy Director of Philanthropy, Becky Pierce Goodman at rgoodman@ljp.org or (858) 228-3059 for details.						
	Logo on ticket envelope for Will Call tickets	30,000 impressions	1 available								
	Opportunity to sponsor corporate networking events	—	15 available								